

It is imperative that we do not relax the rules of cross media ownership as we need to maintain the diversity of our media. Allowing a company to own TV and print or to hold over 45% of the national audience share would cause a 'monopoly' on the published point of view that is not possible with the checks and balances inherent in a diverse media market. Relaxation of the current laws will lead to formation of mega-companies that would be able to squeeze out small independent companies and may result in the eventual loss of truth in reporting leaving us a truly misinformed public (like Iraqi TV or the Soviet press during the cold war years) and impinge on our freedom of speech.